

**BBA Semester – IV (Effective from June – 2011)****406: Practical Studies****(Practical Studies Report: 50 Marks, Viva Voce: 50 Marks)**

Objective: The objective of industrial training in Semester IV of B.B.A programme is to give them perspectives about the organization and functioning in the following areas of Management:

1. Marketing Management,
2. Human Resource management,
3. Financial management,
4. Accounting.

The students have to take training with organization for a **minimum period of 10 days** for practical studies. Every student shall prepare a report on the following aspects pertaining to the organization in which he was placed for this purpose. **The report shall contain the data for minimum period of last three years.**

All important instructions are attached hereby:

1. General Information of Practical Studies Report.
2. Format.
3. Format of the Title Page.
4. Brief overview of the details to be included.
5. Important Instructions.
6. General guidelines to be followed before coming for project approval.

1. General Information of Practical Studies Report:

Marks	50
Number of copies	Four (4) Three hard bound & one soft copy in PDF format (CD)
Binding colour	Black
CD cover	White (Name & Roll no to be written on CD & cover)
Paper size	A4
Margins	Normal (All side 1")
Line spacing	2
Font type	Times New Roman
Font size	For Title – 16 For internal contents - 14

2. Format:

Serial no.	Particulars
1	Title page on the Report (On the cover page)
2	Title page in the Report (Inside the report)
3	Company certificate (Training Completion)
4	Company certificate (Attendance certificate)
5	Certificate of College/Principal
6	Certificate of Project Guide
7	Declaration
8	Acknowledgement
9	Preface
10	Index
11	Executive summary (Project in brief)
12	General Information
13	Production/Operation Department
14	Marketing Department
15	Human Resource Department
16	Financial Department (Include minimum information/statistics of last three years.)
17	Accounting Department (Include minimum information/statistics of last three years.)
18	Present Position & Future Scope
19	Conclusion
20	Appendix
21	Bibliography

3. Format of the Title Page:

**An
Industrial Training Report
ON
(NAME OF THE COMPANY)**

**PREPARED BY
(NAME OF THE STUDENT)
ACADEMIC YEAR: (CURRENT ACADEMIC YEAR)**

**GUIDED BY
(NAME OF THE GUIDE)**

FOR THE PARTIAL FULFILLMENT OF B.B.A. SEM-IV

**SUBMITTED TO
SAURASHTRA UNIVERSITY
RAJKOT**

**SHRI G.H.GOSRANI COMMERCE (ENG. MED) AND
SHRI D.D.NAGDA B.B.A COLLEGE
JAMNAGAR**

4. Brief overview of the details to be included:

1. General information:

- a. History and development of unit,
- b. Size of unit and form of organization.
- c. Products and manufacturing process.
- d. Organization structure,
- e. Time-keeping system
- f. Employer services,
- g. Contribution of the unit to the Industry.

2. Production/Operations Department:

- a. Location
- b. Procurement
- c. Inventory and store keeping
- d. Production planning & control
- e. Quality assurance
- f. List of major machines /technologies

3. Marketing Department:

- a. Organization of Marketing Department
- b. Product Planning
- c. Market Segmentation
- d. Pricing Policies
- e. Channel of Distribution
- f. Sales Promotion
- g. Advertising
- h. Marketing Research
- i. International Marketing

4. Human Resource Department:

- a. Organization of HRD
- b. Recruitment, Selection and Induction Procedure
- c. Training and Management Development Programme
- d. Job Description (Managerial Level only)
- e. Promotion and Transfer Policy
- f. Wage and Salary Administration
- g. E S I Scheme
- h. Provident Fund Scheme
- i. Grievance Handling Procedure

5. Finance and Accounting Department:

- a. Organization of Finance and Accounting Department
- b. Financial Planning
- c. Capitalization: Whether the unit is Under Capitalized or Over Capitalized?
- d. Capital Structure: Financial Leverage and Capital Gearing.
- e. Management of Fixed Assets:
 - I. Capital Budgeting
 - II. Review of last Capital Project of the Unit with reference to Project Cost, Project Financing & Implementation
- f. Management of Working Capital:
 - I. Management of Inventories
 - II. Management of Receivables
 - III. Management of Cash including Cash Budget
- g. Operating Leverage analysis.
- h. Profitability and Dividend Distribution: A Trend analysis of past three years.
- i. Right Issue, Bonus Issue, Convertible Issues, Fund raising through Public Deposits, etc if any.

5. Important Instructions:

1. Maximum number of students permitted in a company shall be **three** only.
2. Students shall make arrangement for permission from the Units for Practical Studies under the guidance of concerned faculty of the college.
3. The student shall obtain a **Training Completion and Attendance certificate** from the appropriate executive of the Unit. The certificate for a period of less than 10 days shall disqualify the student for appearing in the University examination in the subject Practical Studies.
4. The Student shall prepare his Practical Studies report in **four copies**,
 - I. One hard Copy (Original) for University & one soft copy for College,
 - II. Second hard copy to Company/Firm,
 - III. Third hard copy as his Personal Copy.
5. Only **Practical aspects** are required. Therefore the Book-concepts should be avoided from the report so far possible.
6. The report shall be assessed by the panel of examiners appointed by the University. The student also shall be examined by Viva-voce by the same panel of examiners.

6. General guidelines to be followed before coming for project approval:

- The format given to you is to be strictly followed (Sequence, Font type & size, line spacing etc.)
- All pages to be duly numbered.
- All tables, graphs, diagrams, figures, flow charts to be named & numbered (For e.g. Table-1 Structure of organization, Figure-1 Layout of the plant)
- List of all tables, graphs, diagrams, figures, flow charts to be given in appendix (At the end of project).
- **Bibliography to be written as under:**
 - ✓ **For books:**
 - Author's last name, first name. Book title. Additional information. City of publication: publishing Company, publication date.
 - **For e.g.**, Allen, Thomas B. Vanishing Wildlife of North America. Washington, D.C.: National Geographic Society, 1974.
 - ✓ **For magazines:**
 - Author's last name, first name. "Article title." Periodical title Volume # Date: inclusive pages.
 - **For e.g.** Trillin, Calvin. "Culture Shopping." New Yorker 15 Feb. 1993: 48-51.